

ABSTRACT OF THE DISCLOSURE

In an apparatus for mounting a reel on a fishing rod, a moving hood and a nut member respectively have contact surfaces which are brought into contact with each other. The outer sites in the diametrical direction of the respective contact surfaces are formed as pressure contact surfaces which are forced to contact each other when a fishing-reel fitting leg portion is clamped between a first and a second retaining portion by the clamping and pivotal operation of the nut member with respect to a seat body. The inner sites in the diametrical direction of the respective contact surfaces are formed into a click mechanism for producing a click sound with an elastic body and an engaging portion with which the elastic body detachably engages therewith during the rotation of the nut member.